

| | | | | | |
|------------|---------|------|---|--------|-----|
| Rep Order# | 8884279 | Ver# | 1 | Status | New |
| EC'd | Yes | | | | |

Traffic Order# **6264** Printed: 10/10
Last Received: 10/10
Showing Buylines: All Lines

1 of 2

Station KUCW-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3420
Buyer NMRPP Media Assistant
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

| | |
|--------------------|--------------|
| Rep Firm | |
| Sales Office (|) WASHINGTON |
| Salesperson (|) JAN FOX |
| Salesperson Phone# | 202-872-5880 |
| Salesperson FAX# | 202-872-0263 |

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-------------|-----|-----------|----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | M | 6P-630P | TWO & HALF MEN | :30 | \$425.00 | 10/22-10/22 | 1 | 1 | 1 | \$425.00 | |
| | Rating: 2.1 | | | | | | | | | | | |
| | 2 | TU | 6P-630P | TWO & HALF MEN | :30 | \$425.00 | 10/23-10/23 | 1 | 1 | 1 | \$425.00 | |
| | Rating: 2.1 | | | | | | | | | | | |
| | 3 | W | 6P-630P | TWO & HALF MEN | :30 | \$425.00 | 10/24-10/24 | 1 | 1 | 1 | \$425.00 | |
| | Rating: 2.1 | | | | | | | | | | | |
| | 4 | TH | 6P-630P | TWO & HALF MEN | :30 | \$425.00 | 10/25-10/25 | 1 | 1 | 1 | \$425.00 | |
| | Rating: 2.1 | | | | | | | | | | | |
| | 5 | F | 10P-1030P | BG BNG THRY B | :30 | \$300.00 | 10/19-10/19 | 1 | 1 | 1 | \$300.00 | |
| | Rating: 1.6 | | | | | | | | | | | |
| | 6 | M | 10P-1030P | BG BNG THRY B | :30 | \$300.00 | 10/22-10/22 | 1 | 1 | 1 | \$300.00 | |
| | Rating: 1.6 | | | | | | | | | | | |
| | 7 | TU | 10P-1030P | BG BNG THRY B | :30 | \$300.00 | 10/23-10/23 | 1 | 1 | 1 | \$300.00 | |
| | Rating: 1.6 | | | | | | | | | | | |
| | 8 | W | 10P-1030P | BG BNG THRY B | :30 | \$300.00 | 10/24-10/24 | 1 | 1 | 1 | \$300.00 | |
| | Rating: 1.6 | | | | | | | | | | | |
| | 9 | TH | 10P-1030P | BG BNG THRY B | :30 | \$300.00 | 10/25-10/25 | 1 | 1 | 1 | \$300.00 | |
| | Rating: 1.6 | | | | | | | | | | | |

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|----|-----|-----------|---------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 10 | SA | 1030P-12A | SAT NITE LIVE | :30 | \$800.00 | 10/20-10/20 | 1 | 1 | 1 | \$800.00 | |
| Rating: 3.3 | | | | | | | | | | | | |

---REPORT TOTALS---
Report Totals: 10 / \$4,000.00

---SALES MONTHLY TOTALS---
Oct 12: 10 / \$4,000.00
Sales Totals: 10 / \$4,000.00
Station Totals: 10 / \$4,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---

| | | | | | | | | | | | | |
|---------------|----------|------|----|------|----|------|-----|------|----|--|--|--|
| Market Totals | \$50,633 | | | | | | | | | | | |
| CABL | 0% | KJZZ | 0% | KENZ | 0% | KSL | 29% | KSTU | 4% | | | |
| KTVX | 26% | KUCW | 7% | KUPX | 1% | KUTV | 29% | UNKN | 0% | | | |

Books null

Demos RA35+